

**Ad
Relevance**

What is Ad Relevance?

The Ad Relevance scores combine various ad quality and relevance factors to give you “**Ad Relevance Diagnostics**” ratings of how relevant your ads are to the people in your target audience compared to other ads targeting that same audience.

So what does this mean? It means that Facebook is relying on user feedback and engagement to gauge whether your ads should receive more impressions and could even affect your account status with Facebook. For example, if people are hiding your ads from their newsfeed, your relevancy is bad... but if they are liking, commenting, and sharing your ads, your Ad Relevance Diagnostics rating will increase!

If your **Relevancy Score** is low, consider changing the: **image**, **ad copy**, or **ad set targeting**

☐	Ad Name	Results	Reach	Impressions	Cost	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Frequency
☐	 Default name - Traffic - video	46 modMBA w...	13,352	22,449	\$4.10 Per modMB...	Above average	Below average Bottom 35% of ads	Above average	\$188.38	Ongoing	162	—	—	1.68

*Review and optimize your ads after reaching 1,000 people.
This is enough data to make decisions about winning and losing ads.*

Relevance Score → High relevance ratings are correlated with high performing ads.

☐	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Frequency
☐	Default name - Traffic - video	46 modMBA w...	13,352	22,449	\$4.10 Per modMB...	Above average	Below average Bottom 35% of ads	Above average	\$188.38	Ongoing	162	—	—	1.68

Frequency → The average number of times a person has seen your ad. High frequency leads to ad fatigue.

☐	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends	Link Clicks	We Purch	Frequency
☐	Default name - Traffic - video	46 modMBA w...	13,352	22,449	\$4.10 Per modMB...	Above average	Below average Bottom 35% of ads	Above average	\$188.38	Ongoing	162	—	1.68

Reach → The number of people that your ad has been shown to. Reach 1,000 before optimizing ads.

☐	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Frequency
☐	Default name - Traffic - video	46 modMBA w...	13,352	22,449	\$4.10 Per modMB...	Above average	Below average Bottom 35% of ads	Above average	\$188.38	Ongoing	162	—	—	1.68

How to Increase Your Relevance

The **Ad Relevance Diagnostics** is a rating that lets you know how relevant an ad is to its audience. The main goal with the Ad Relevance is to help you understand if your ad's target market considers your ad relevant and worth engaging with!

The HIGHER the rating in **ALL 3** Relevance categories the better!

EXAMPLE: An Ad Relevance Diagnostics of **Below Average** means that your ad's quality was among the lowest 20% of ads competing for the same audience and 80% of ads competing for the same audience were higher quality.

Split Test Images & Video Thumbnails

Videos and Images take up a major portion of your Facebook ads and are usually the first thing noticed by users as they scroll through Facebook.

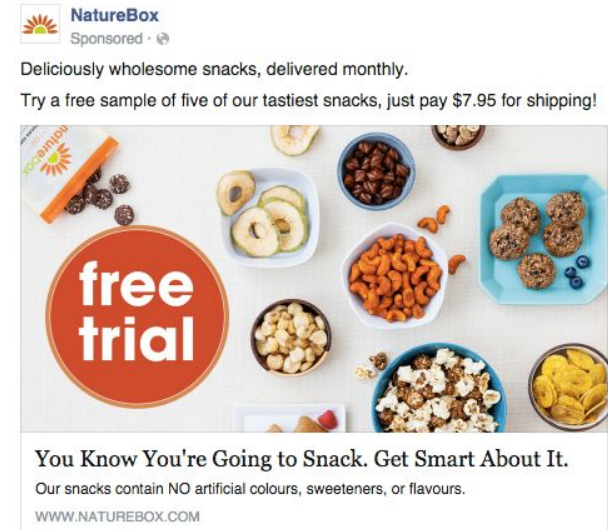
It is important to **split test** different video thumbnails and images at the AD LEVEL to find out what is working and what doesn't work.

Including these elements below are what works best for my images (or video thumbnail images):

- **Call-to-Action (CTA) and/or Text on the Image (or in the Video)**
- **Brand Logo**
- **People/Faces**

Perfect Image Example

1. This Facebook ad image example by NatureBox is amazing because it shows you exactly what you're getting in the box visually, plus it emphasizes the compelling “free trial” CTA as well. I see increased relevance ratings by using text on an image. Plus it helps capture the eyes of a scrolling user!
2. I love the inclusion of the logos in images. I always try to include the brand logo in images to build brand awareness/logo recognition long term.
3. **PRO TIP:** My split testing results show that the use of people's faces help to increase conversions. Potential customers like to see other people engaged, happy, or even using your product or service in images. It's just more personal and relatable!
4. The final type of images that increase my relevance score are funny images if they resonate with your business. Such as a meme.



Laser Focused Ad Targeting

When creating a target audience for your campaign, try to be as specific as possible when defining interests, age, gender, etc. Look at these example ad's "**Ad Relevance Diagnostics**":

AD EXAMPLE #1 = Below Average

Targeting: Men and Women, Ages 18-34, Lives in USA

Ad: Image ad with photo of woman holding a purse and "Buy Now" for ad copy

Diagnostics: The ad targets a very broad audience with a generic ad message, which means some people may find it irrelevant and not take any action (i.e. men not interested in a purse). Also, the ad has a far away image not focusing on the purse which may lead people to hide the ad, resulting in negative feedback.

AD EXAMPLE #2 = Average

Targeting: Women, Ages 18-34, Lives in USA

Ad: Image ad with HD photo of woman's purse and the "purse name" for ad copy

Diagnostics: The ad now targets only women for a more defined audience. The image has improved and the message is descriptive but still lacks direction for what action a person should take. While this may lead to less negative feedback, this ad might still not get more positive engagement.

AD EXAMPLE #3 = Above Average

Targeting: Women, Ages 18-34, Lives in USA, Detailed Targeting "Fashion"

Ad: Image ad with HD photo of woman's purse and "✓ Designer handbags in every color for every occasion!" for ad copy and a "Shop Now" CTA button is used in the ad

Diagnostics: The audience is even more defined by targeting women who are also interested in fashion. The ads message is clear (plus I love emojis to capture scrolling eyeballs). Plus it suggests what action a person should take by including a Call-to-Action Button.

Use Video Ads to Increase Relevance

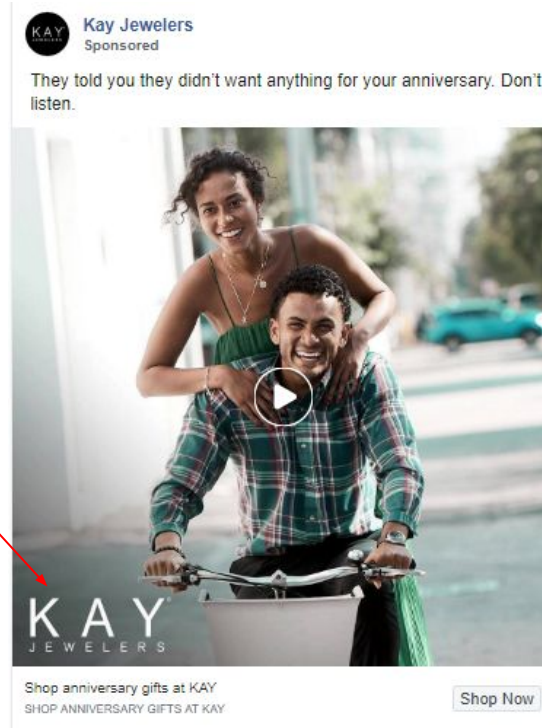
Precise detailed targeting

+

A well-branded (logo),
under 15-second
autoplay video ad

=

ABOVE AVERAGE
Ad Relevance Diagnostics
time after time for my clients!



Check out this
PERFECT ad targeted
at “married men” that
should get their
anniversary gift from
Kay Jewelers!

Avoid Creating Negative Experiences

Through split tests with our clients ads, we now better understand what things people like and don't like when it comes to the content they see in ads. Here is a great resource by Facebook on the topic...

Avoid Creating Negative Experiences for People Who See Your Ads:

<https://www.facebook.com/business/help/1767120243598011>

Tracking Your Relevance

- A perfect **Above Average Ad Relevance Diagnostics** can drop over time for an ad.

So why is this?

- If the same audience has seen this ad for a month straight, they will no longer engage with it because of “**AD FATIGUE**”... so you need to watch your Ad Relevance Diagnostic ratings and create/swap out new ad images as your relevance scores start to fall.

Always keep your content fresh!

Tracking Your Relevance

Directly in your Ads Manager, you can select any campaign and then navigate to the **Ads** tab for that campaign to see the Ad Relevance Diagnostics, including:

- Quality Ranking
- Engagement Rate Ranking
- Conversion Rate Ranking

The screenshot shows the Facebook Ads Manager interface for a campaign named "Got Game 2.0 (213924173266...)". The "Ads" tab is selected, showing a table of ad performance metrics. A red box highlights the "Quality Ranking", "Engagement Rate Ranking", and "Conversion Rate Ranking" columns. A red arrow points to the "Ads for 1 Campaign" tab, and another red arrow points to the "Above average" status in the "Conversion Rate Ranking" column.

Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance...	Amount Spent	Ends	Link Clicks	Frequency
- Lead generation - Copy VIRTUAL	27 On-Facebo...	1,887	2,235	\$0.60 Per On-Face...	—	—	—	\$16.33	Ongoing	43	1.18
- Lead generation	665 On-Facebo...	29,832	54,408	\$0.61 Per On-Face...	Above average	Above average	Above average	\$408.22	Ongoing	1,093	1.82
> Results from 2 ads ⓘ	692 On-Facebo...	30,264 People	56,643 Total	\$0.61 Per On-Face...				\$424.55 Total Spent		1,136 Total	1.87 Per Person

Ad Relevance Diagnostics

<https://www.facebook.com/business/help/403110480493160>

- [Quality Ranking](#): How your ad's quality compares to ads competing for the same audience
- [Engagement Rate Ranking](#): How your ad's engagement rate compares to ads competing for the same audience
- [Conversion Rate Ranking](#): How your ad's expected conversion rate compares to ads with the same optimization goal, also competing for the same audience

How To Use Ad Relevance Diagnostics

When reviewing your Ad Relevance Diagnostics, note any Below Average scores as this is an indicator your ad isn't meeting your advertising objectives!

You need to review the Ad Relevance Diagnostics in each category to determine whether you need adjustments to your creative assets, post-click experience (i.e. landing page), or audience targeting!

Here is the Facebook Ad Relevance Diagnostics Chart:

<https://www.facebook.com/business/help/436113280262012>

Ad Relevance Diagnostics			Causes	Recommendations
Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking		
Average or above	Average or above	Average or above	You're all good!	Optimize for your advertising objective.
Below Average	-	-	The ad is perceived as low quality.	Improve the quality of your creative assets or target an audience more likely to perceive the ad as high quality.
Average or above	Average or above	Below Average	The ad isn't producing conversions.	Improve the call-to-action of your ad or post-click experience, or target a higher-intent audience. Some products and services naturally exhibit lower conversion rates than others. If your conversions meet your expectations you may not need to adjust your ad.
Average or above	Below Average	Average or above	This ad isn't spurring interest.	Improve your ad's relevance to your audience (For example, by making it more engaging, interesting or eye-catching) or target an audience more likely to interact with this ad.
Below Average	Average or above	Average or above	The ad is perceived as low quality.	Improve the quality of your creative assets or target an audience more likely to perceive the ad as high quality.
Average or above	Below Average	Below Average	The ad isn't spurring interest or producing conversions.	Improve both the ad's relevance to your audience (For example, by making it more eye-engaging, interesting or eye-catching) and the call-to-action of your ad or post-click experience. Alternatively, target an audience more likely to interact with and convert from your ad.
Below Average	Below Average	Average or above	This ad is perceived as low quality and isn't spurring interest.	Improve the quality of your creative assets while also making it more relevant to your audience (For example, by making it more engaging, interesting or eye-catching). Alternatively, target an audience more likely to perceive the ad as high quality and relevant.

How To Use Ad Relevance Diagnostics

What is wrong with this ad?

☐	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Frequency
☐	 Default name - Traffic - video	46 modMBA w...	13,352	22,449	\$4.10 Per modMB...	Above average	Below average Bottom 35% of ads	Above average	\$188.38	Ongoing	162	—	—	1.68

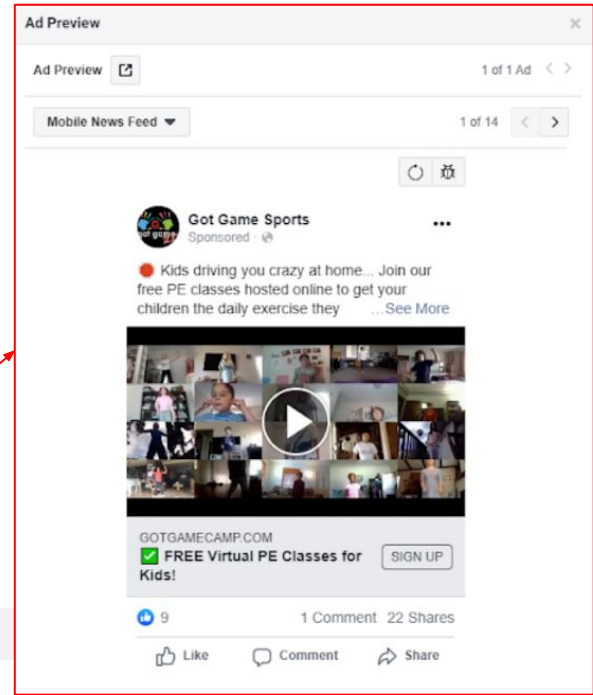
Ad Relevance Diagnostics			Causes	Recommendations
Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking		
Average or above	Average or above	Average or above	You're all good!	Optimize for your advertising objective.
Average or above	Below Average	Average or above	This ad isn't spurring interest.	Improve your ad's relevance to your audience (For example, by making it more engaging, interesting or eye-catching) or target an audience more likely to interact with this ad.

Facebook Ad Relevance Diagnostics Chart:

<https://www.facebook.com/business/help/436113280262012>

Winning Ad Example

- As you can see in this campaign's split test, the second ad emerged as a clear winner with Above Average relevance for every category.
- Take a look at this ad example for inspiration in your own ads! *Emojis, clear value proposition, intriguing video thumbnail, strong CTA button, and social clout (likes)!*



Ads

Got Game 2.0 (213924173266...)

1 Comment 22 Shares

Like

Comment

Share

Search and filter

Campaigns

1 Selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

Create

Duplicate

Edit

A/B Test

Preview

Rules

View Setup

Columns: Custom

Breakdown

Reports

	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance...	Amount Spent	Ends	Link Clicks	Frequency
	- Lead generation - Copy VIRTUAL	27 On-Facebo...	1,887	2,235	\$0.60 Per On-Face...	—	—	—	\$16.33	Ongoing	43	1.18
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	> Results from 2 ads	692 On-Facebo...	30,264 People	56,643 Total	\$0.61 Per On-Face...				\$424.55 Total Spent		1,136 Total	1.87 Per Person

How to Scale Facebook Ads

What Should Your Budget Be?

I always advise split testing many ad campaigns (one variable per campaign) at \$5-\$10 daily budget per campaign. As you begin to see winning campaigns emerge (i.e. you see a high ROAS or Return on Ad Spend), shut off the losing ads and continue to split test the winning variables until you have the most optimized and highest converting ad possible.

WINNING METRICS =

- Ad Relevance → Average to Above Average
- Cost Per Click (CPC) → Less than \$1
- Click Through Rate (CTR) → Greater than 2%
- Cost Per Lead (CPL) → Less than \$10 (for most industries; this can be much higher depending on product or services price)
- Lead Capture Page Conversions → Greater than 10%

How to Scale Your Budget?

Once I have the winning variables identified and a highly converting ad running, then and only then will I slowly scale up the daily budget by 25% every 3-4 days or 50% once a week.

NEVER jump from a \$10 daily budget to \$50 in a day... Facebook will just burn through your ad spend budget! You want to slowly turn up the ad spend on winning campaigns.

EXAMPLE:

- \$10 week 1
- \$15 week 2
- \$22 week 3... and so on!

Rule of Thumb for Scaling

NEVER edit a winning ad (i.e. edit targeting or ad creative). The only thing you should do with a winning ad campaign is scale the budget!

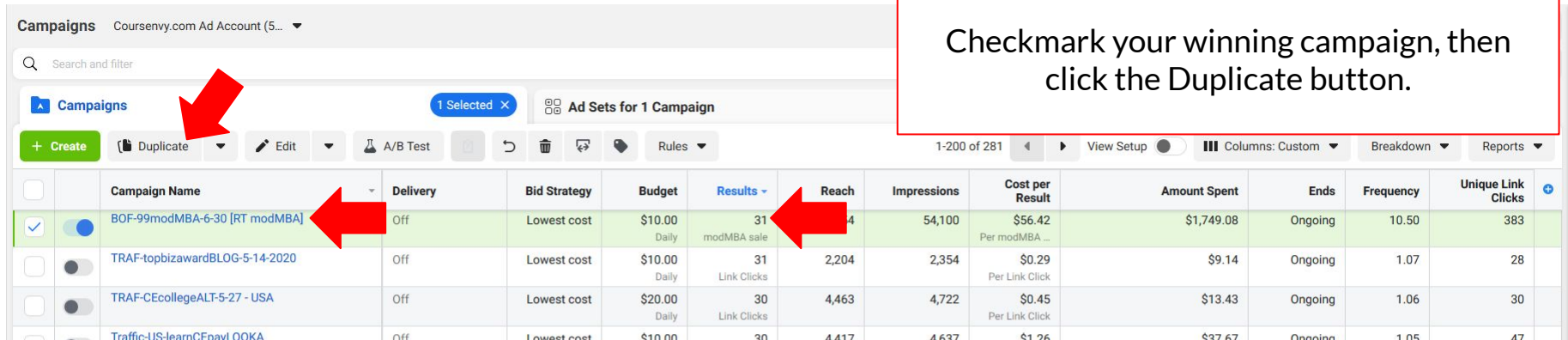
To test other scaling options for winning ad campaigns, always first DUPLICATE the winning ad, then edit it as you wish.

Facebook prefers **aged** ad campaigns that they know convert well with their users. They want you to just scale up budgets on the winners. New ad campaigns mean they have to test and find new users who convert for that ad campaign. So NEVER toggle off a winning ad campaign until it begins to fail (i.e. become unprofitable). The goal is to keep scaling the original ad campaign and then create duplicates of it which you can then continue to test, optimize, and scale!

Duplicate Winners

If your winning ad has a potential audience size/“Potential Reach” over 1,000,000 (remember, the “Potential Reach” is displayed on the AD SET level in the right sidebar) there is ample audience available to simply duplicate the winning ad campaign and let it too enter the Facebook ad auction. If an ad is working and the audience is big enough, we simply duplicate the ad 2 to 5 times to saturate the audience with our ad campaign. I have seen this work really well for eCommerce brands duplicating winning Conversion campaigns as it is a FAST way to increase your touch points (remember, 7 average touch points with a user before they become a customer!)

Checkmark your winning campaign, then click the Duplicate button.

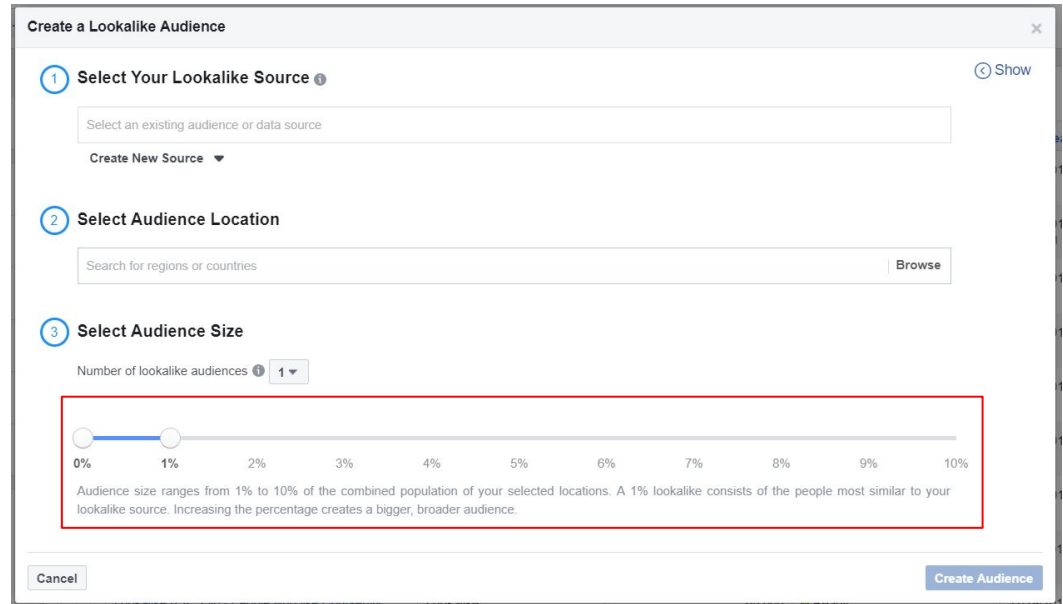


	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☒	BOF-99modMBA-6-30 [RT modMBA]	Off	Lowest cost	\$10.00 Daily	31 modMBA sale	4	54,100	\$56.42 Per modMBA ...	\$1,749.08	Ongoing	10.50	383
☐	TRAF-topbizawardBLOG-5-14-2020	Off	Lowest cost	\$10.00 Daily	31 Link Clicks	2,204	2,354	\$0.29 Per Link Click	\$9.14	Ongoing	1.07	28
☐	TRAF-CEcollegeALT-5-27 - USA	Off	Lowest cost	\$20.00 Daily	30 Link Clicks	4,463	4,722	\$0.45 Per Link Click	\$13.43	Ongoing	1.06	30
☐	Traffic-US-learnCFnavL OOKA	Off	Lowest cost	\$10.00	30	4,417	4,637	\$1.26	\$37.67	Ongoing	1.05	47

Create Higher % Lookalike Audiences

Once your Custom Audience source is at minimum **1,000 users** from one location (e.g. buyers), create larger Lookalike Audiences via higher **Audience Size** percentages.

While 0%-1% sized Lookalike Audiences convert the best for us, we see great results for our clients targeting 0-5% and 0-10% Lookalike Audiences! So add this idea to your scaling options for getting new customers.



The screenshot displays the 'Create a Lookalike Audience' window with three numbered steps:

- 1 Select Your Lookalike Source**: Includes a text input field for 'Select an existing audience or data source' and a 'Create New Source' dropdown menu. A 'Show' link is in the top right.
- 2 Select Audience Location**: Includes a text input field for 'Search for regions or countries' and a 'Browse' button.
- 3 Select Audience Size**: Includes a 'Number of lookalike audiences' dropdown set to '1'. Below this is a slider for audience size percentage, ranging from 0% to 10%. The slider is currently set at 1%. A red box highlights the slider and the explanatory text below it: 'Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.'

At the bottom, there are 'Cancel' and 'Create Audience' buttons.

Targeting Winning Placements

Test scaling your ads by duplicating a winning ad campaign and then editing the Placement to only the highest converting option.

In your Ads Manager, click the **Breakdown** menu → **Delivery** → **Placement**

The screenshot shows the Facebook Ads Manager interface for the 'Coursenvy.com Ad Account'. The top navigation bar includes 'Campaigns', 'Ad Sets', and 'Ads for 1 Ad Set'. The 'Breakdown' menu is open, showing options like 'By Time', 'By Delivery', 'By Action', 'By Dynamic Creative Asset', and 'Clear Breakdowns'. The 'By Delivery' option is selected, and the 'Placement' option is highlighted in the list. A red arrow points to the 'Placement' option. Another red arrow points to the 'Breakdown: Placement' dropdown menu. A third red arrow points to the 'Reports' dropdown menu.

Ad Name	Delivery	Ad Set Name	Reach	Impressions	Cost per Result
Default name - Conversions	Campaign Off	retarget 7 days modM	3,639	34,010	\$62.90
Messenger	Messenger Inbox	Mobile App	141	423	—
Instagram	Instagram Stories	Mobile App	—	519	1,230
Instagram	Explore	Mobile App	—	220	455
Instagram	Feed	Mobile App	1	1,220	3,918
Facebook	Right Column	Desktop	3	501	5,971
Facebook	Marketplace	Mobile App	—	274	711
Facebook	Marketplace	Desktop	—	28	34
Facebook	In-Stream Video	Mobile App	—	205	273

Search and filter

Filters

Lifetime: Nov 26, 2019 – Oct 14, 2020

Campaigns

1 Selected

Ad Sets

1 Selected

Ads for 1 Ad Set

+ Create Duplicate Edit A/B Test Preview Rules

	Ad Name	Delivery	Ad Set Name
☐	Default name - Conversions		
☐	Messenger	Messenger Inbox	Mobile App
	Instagram	Instagram Stories	Mobile App
	Instagram	Explore	Mobile App
	Instagram	Feed	Mobile App
	Facebook	Right Column	Desktop
	Facebook	Marketplace	Mobile App
	Facebook	Marketplace	Desktop
	Facebook	In-Stream Video	Mobile App
	Facebook	Instant Article	Mobile App
	Facebook	Feed: News Feed	Mobile Web
	Facebook	Feed: News Feed	Mobile App
	Facebook	Feed: News Feed	Desktop
	Facebook	Facebook Stories	Mobile App
	Audience Network	Native, Banner & Inter...	Mobile App

For example, over 50% of our conversions for this ad came from Facebook Mobile News Feed.

- ☐ None
- ☐ Age
- ☐ Gender
- ☐ Age and Gender
- ☐ Business Locations
- ☐ Country
- ☐ Region
- ☐ DMA Region
- ☐ Impression Device
- ☐ Platform
- ☐ Platform & Device
- ☒ Placement
- ☐ Placement & Device
- ☐ Product ID
- ☐ Time of Day (Ad Account Time Zone)
- ☐ Time of Day (Viewer's Time Zone)

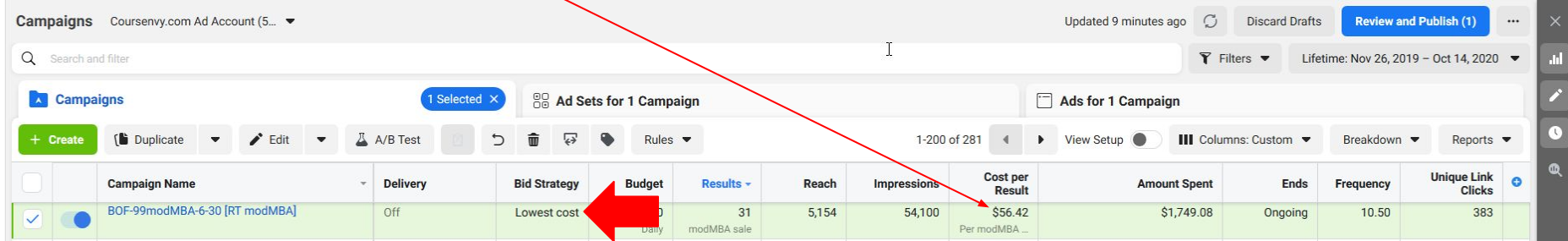
- By Time
- By Delivery
- By Action
- By Dynamic Creative Asset
- Clear Breakdowns

Breakdown: Placement	Reach	Impressions	Cost per Result
	3,639	34,010	\$62.90
	141	423	—
	—	519	1,230
	—	220	455
	1	1,220	3,918
	3	501	5,971
	—	274	711
	—	28	34
	—	205	273
	—	307	604
	1	290	1,684
	12	14,290	\$61.39
	5	881	3,118
	—	87	103
	—	356	1,196
22 modMBA sale	3,639 People	34,010 Total	\$62.90 Per modMBA...



Manual Bidding for Winning Campaigns

- We use the default bid strategy of “Lowest Cost” for all our campaigns to start. Using “Lowest Cost” will help you determine your average CPA (cost per acquisition). Ours is \$56.42 per conversion.



The screenshot displays the Facebook Ads Manager interface for the 'Coursenvy.com Ad Account'. The main table lists campaign details. The 'Cost per Result' column for the selected campaign shows a value of \$56.42, which is highlighted by a red arrow originating from the text in the preceding list item.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☒	BOF-99modMBA-6-30 [RT modMBA]	Off	Lowest cost	\$0.00 Daily	31 modMBA sale	5,154	54,100	\$56.42 Per modMBA ...	\$1,749.08	Ongoing	10.50	383

- Once we identify a winning ad campaign, we will duplicate this ad and tell Facebook what we are willing to pay per Conversion (or whatever objective we have for the campaign).

Search

BOF-99modMBA-6-30 [RT modMBA] - Copy > 3 Ad Sets > 3 Ads

In Draft

Edit Review

Show More Options

BOF-99modMBA-6-30 [RT modMBA] - C...

retarget 7 days modMBA - USA only

Default name - Conversions

CA - WC - CE (ALL) - 14 Days

Default name - Conversions

retarget 7 days modMBA - 24 hours

Default name - Conversions

Once you duplicate your winning campaign, at the campaign objective level, click this **Campaign Bid Strategy** menu. Select the **Cost Cap** option.

Lowest cost
Get the most results for your budget

Cost cap
Control your costs while getting the most volume of results for your budget

Bid cap
Control your bid in each auction

Minimum ROAS
Control your ROAS while getting the most purchase value for your budget

Lowest cost

Show More Options

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Discard Draft Publish

The screenshot displays the Facebook Ads Manager interface. On the left sidebar, the ad set 'retarget 7 days modMBA - USA only' is highlighted with a red arrow. The main panel shows the configuration for this ad set. Under the 'Placements' section, 'Automatic Placements (Recommended)' is selected. In the 'Optimization & Delivery' section, 'Optimization for Ad Delivery' is set to 'Conversions'. The 'Cost Control' section shows a value of '\$50.00' with a red arrow pointing to it, and the text 'average cost per purchase' below it. The status at the bottom indicates 'All edits saved'.

At the Ad Set level, you will input your Cost Cap “Cost Control”. Since we have the Conversion Event “Purchase” selected for this Ad Set, our Cost Control is **average cost per purchase**.

We set this to \$50 as that is our highest CPA (cost per acquisition) where we are still profitable and it is very close to the average CPA our original “Lowest Cost” bid strategy campaign determined to be \$56.42 per conversion.

Facebook will aim to get you the most purchases with an average cost of no more than \$50.00 per purchase.

